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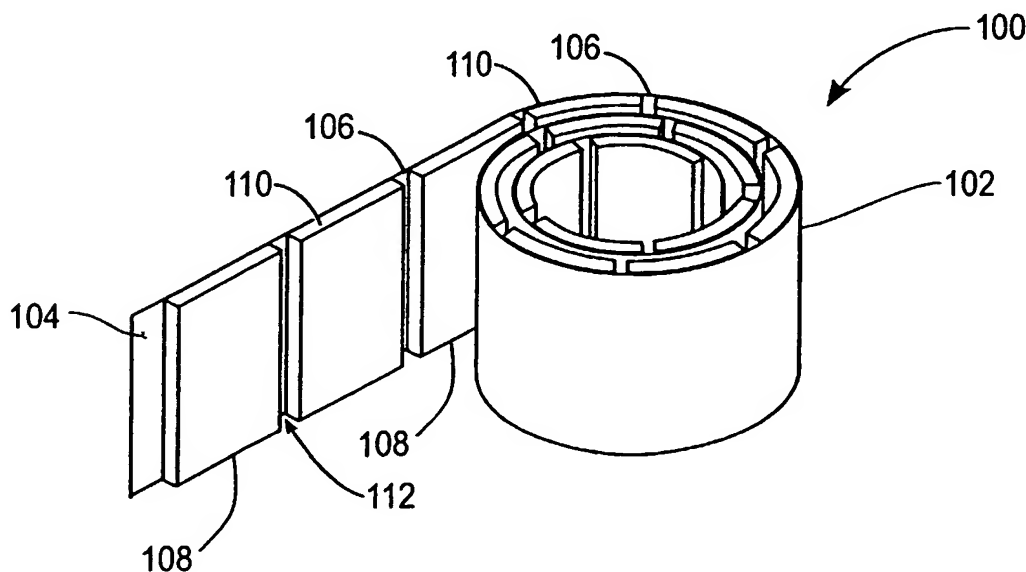
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(54) Title: MAGNETIC LABEL STOCK MATERIAL



(57) Abstract: A magnetic label stock material (100) for applying magnetic labels (108) to a substrate includes a flexible translucent release tape (102) having magnetic labels (108) adhered thereto with a pressure sensitive adhesive. The magnetic labels (108) are spaced along said tape (102) with light-transmissive gaps therebetween, and the magnetic labels (108) extend substantially to the edges (106) of said tape (102) in order to support and reinforce the edges (106) of the tape (102) and prevent damage to the tape (102) in handling and use.

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